

# Where It's @ Loudoun

## News from the Frontier of Innovation

*Loudoun County Department of Economic Development*

### Board Adopts Revised Zoning Ordinance and New Zoning Map

The Loudoun County Board of Supervisors adopted revisions to the county's zoning ordinance and a new zoning map January 6 as part of the implementation of the Revised Comprehensive Plan, which serves as a guide to future development of one of the nation's fastest-growing counties.

The goals of the plan, adopted by the board in 2001, include promoting reasonable residential growth by reducing the number of homes that can be built throughout the county, alleviating future traffic congestion, protecting the rural economy, and preserving environmental and historical features.

"Adoption of the new zoning ordinance puts teeth into the plan," said Board of Supervisors Chairman Scott York. "It strikes a balance between appropriate growth and fiscal restraint."

Adoption of the zoning ordinance revisions and new zoning map comes after more than a year of extensive study and public participation, including input from hundreds of citizens who provided comments during four days of public hearings by the Board of Supervisors and Planning Commission; the holding of more than two dozen worksessions by the board and commission; the use of focus groups in an advisory capacity; and a large-scale effort by the Loudoun County Government staff to answer more than two-thousand public inquiries about the project.

More information about the zoning ordinance revisions and new zoning map is available on the Loudoun County website at <http://www.loudoun.gov/compplan/remap.htm>.

#### Department's Prospect Activity—December:

- ? Responded to 245 requests for general information
- ? Sent out 68 marketing packages
- ? Conducted 1 tour
- ? Submitted 2 proposals
- ? Worked with 10 new and 47 on-going prospects
- ? Distributed 42 Loudoun maps and 52 Christmas tree brochures

### Homeland Security May be Leaning Toward Fairfax County HQ

While no official announcement is expected for two more weeks, anonymous congressional sources stated January 8 that the Department of Homeland Security (DHS) has narrowed the choices for its potential headquarters location to two sites in Tysons Corner and one site on Conference Center Drive in Chantilly.

Maryland, the District of Columbia, and other Virginia counties, including Loudoun, had submitted information on potential sites in early December for consideration by Homeland Security.

The initial DHS headquarters will have a minimum of 275,000 square feet with parking for 1,000 employees. Additional

space for a 250,000 square foot addition would also be required. The department will eventually include more than 170,000 employees gathered from 22 federal agencies, most of whom will work outside the D.C. area.



Director of Homeland Security Tom Ridge presents the Advisory System to the media at Constitution Hall in Washington, D.C. March 12.

#### Inside this issue:

Announcements and Expansions	2
Noteworthy	3
Department News	4
Construction Activity	4

## Announcements and Expansions

### New & Existing Business

**Loudoun Healthcare, Inc.** ([www.loudounhospital.org](http://www.loudounhospital.org)) is undergoing an expansion at two of its facilities. New hospital beds and a new Birthing Inn are coming to its Lansdowne campus, and beginning January 20, 24-hour emergency services will once again be provided at the hospital's Cornwall campus in Leesburg.

The 9,400 square foot, \$2.1 million emergency room space being developed in Leesburg includes sixteen fully-equipped emergency medicine bays and a new CAT scan machine. Patients coming to the Leesburg center will receive full emergency medical care and, depending on their condition, will then either be discharged, transported to Loudoun's eastern campus for admission, or be triaged to a trauma center. Thirty-three medical, administrative, and security positions for the center, currently listed on the company's website, will be filled. The facility also has

the ability to add 20-30 additional emergency beds within 24 hours, should a large-scale emergency occur.

An open house for the new ER department will be held for the community from 1 to 3pm on January 19.

The Cornwall facility, which has been maintained since Loudoun Healthcare moved its main operations to Lansdowne in 1997, also houses a 12 bed behavioral medicine center and a 100 bed nursing and rehabilitation unit.

In addition to the re-opening of the Cornwall Campus emergency unit, Loudoun Hospital is also expanding its main branch on Riverside Parkway in Lansdowne. A new 31,000 square foot Birthing Inn will have a grand opening January 18, and will be followed by the immediate addition of 10 general medical/surgical beds. An additional 25 to 27 beds are planned for the facility by the end of March.

More information on the hospital's Cornwall Campus open house and the grand opening of the Lansdowne Campus Birthing Inn is available online at [www.loudounhospital.org](http://www.loudounhospital.org).



### Rural Economic Development News

The new release of a Virginia Agricultural Statistics Service report on the state's equine industry highlights the leading role the industry plays in the agricultural economy. The **2001 Virginia Equine Report**, which is the first comprehensive state survey of its kind, states that Loudoun has 15,800 equines — more than any other Virginia county — valued at more than \$294 million. The report also states the average value of a Loudoun horse is \$18,650, which is higher than all other Virginia counties. Loudoun accounted for \$16 million in horse sales in 2001, and reported having 2,300 horse farms and equine establishments. Loudoun horse owners spent \$46.9 million on their animals during the year, including horse purchases, upkeep, equine-related activities, labor expenses, and capital improvements. The report will be followed by a second phase which will provide additional data. The report is online at <http://www.nass.usda.gov/va/2001equinereportbook.pdf>.

**VIRGINIA**  
Agricultural Statistics Service



## Noteworthy

- ? The *Washington Business Journal* has released its **2003 Book of Lists for "Who's who and what's what in Greater Washington Business."** Among the Loudoun highlights for 2002: Dick's Sporting Goods and Scan Furniture were recognized as two of the largest retail leases of the year, and Loudoun Tech Center, at 1.16 million square feet, was listed as one of the largest area office parks. JK Moving and Storage, in operation since 1979, was listed as the fourth largest office moving company in the area. Kerry Skeen of Atlantic Coast Airlines and Gerald Levin of AOL were included in the list of highest-paid public company CEOs. On the residential side, Toll Brothers of Dulles was listed as the fourth largest seller of homes.
- ? Co-Star has released its **Third Quarter 2002 analysis of the U.S. commercial real estate market**, and states that national market conditions have continued to deteriorate despite hopes that low interest rates would spur a rebound. The national average office vacancy rate hit a seven-year high of 14.7% during the third quarter, during which there was a negative 63 million square feet (SF) of net office space absorbed.



The Kuhn family's JK Moving & Storage, headquartered at Mercure Industrial Park, is just one of many Loudoun businesses recognized in the *2003 Book of Lists*.

The report references Ken Rosen, chairman of the Fisher Center for Real Estate and Urban Economics at the University of California at Berkeley, who predicts a 40% chance of a mild recovery in 2003, but believes a national "full blown" recession may be ahead if the U.S. goes to war with Iraq and consumers stop fueling the economy with large purchases. The Washington area, while ranking first in office space deliveries (8.4 million SF) and fourth for the lowest total vacant office space (42.6 million SF; 12.1%), ranks 18th of 36 markets for year-to-date net absorption (-1.2 million SF). The area's industrial and flex space ranked 22nd of 36 for deliveries (1.5 million SF), 21st for vacant space (22.8 million SF or 11.6%), and 15th for year-to-date net absorption (2.4 million SF).

According to Co-Star's early January figures, Loudoun's direct office vacancy rate is 15.88%, and 19.79% including sublet space. The latest industrial vacancy rate is 10.07% (12.51% including sublet space), and the flex rates with and without sublet are 29.20% and 31.25%, respectively.

- ? **Stephen S. Fuller, Director of the Center for Regional Analysis** at the School of Public Policy at George Mason University, gave a December economic briefing to members of the Doublers Club in Tysons Corner. Dr. Fuller reiterated his belief that because of the economic benefits of the federal government, the Washington metro area, which is currently the only metro area with an unemployment rate below 4%, did not experience the full effects of the nation's post-September 11 recession.

At the same time, Fuller stated that while the area's rate of "covered employment" (jobs covered by unemployment insurance) is down, overall income has remained the same due to the increase of "recovery era" self-employment which is often not reflected in employment studies. Fuller added that the area's commercial real estate market, while experiencing increased vacancy rates, is still better than most other metropolitan areas of the country. He expects overall metro area vacancy rates to drop back to single digit numbers by 2004.



Dr. Stephen Fuller stated that the Washington metro area created 36,000 new jobs in 2001: below its average of 55,000, but better than any other metro area in the nation.

## Loudoun County Department of Economic Development

1 Harrison Street, SE, 5th Floor  
P.O. Box 7000  
Leesburg, Virginia 20177  
Phone: 703-777-0426  
Toll Free: 1-800-loudoun  
Fax: 703-771-5363

VISIT US ON THE WEB AT:  
WWW.LOUDOUN.GOV/BUSINESS

## Department News

Pam Treadwell provided an overview to a delegation of visiting officials representing government agencies and companies from the **Jiangsu Province in China**. The delegation was in the area exploring business opportunities in the United States.

Cindy Richmond and Pam Treadwell attended the quarterly seminar of the **Virginia Department of Business Assistance** in December. The meeting featured the Honorable Michael J. Schewel, Secretary of Trade and Commerce, providing an overview of Governor Warner's Economic Development Strategy, "One Virginia, One Future."

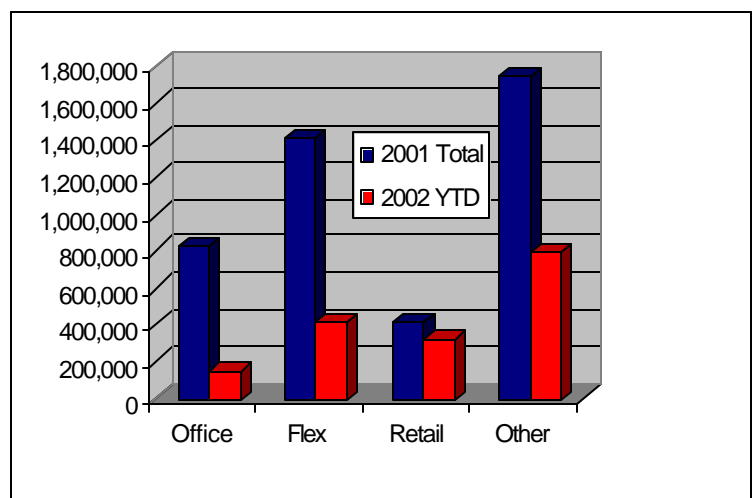
Robyn Bailey and Larry Rosenstrauch attended a NAIOP session December 17 that featured Governor Mark Warner addressing his **2003 Reform Agenda** for the upcoming session. Details of the agenda are available online at <http://www.governor.state.va.us/Initiatives/Legis2003/index.htm>.

Christina Winn and the rest of the Main Street Loudoun Partnership met January 9 to begin implementing the Main Street Loudoun program. As part of the initiative, the group has selected Martha Mason Semmes to serve as the **Main Street Coordinator**. Martha has served as the certified planning and zoning administrator for Middleburg since 1995. She was selected the Virginia Association of Zoning Officials Zoning Administrator of the Year in 1999.

## Construction Activity

In November 2002, Loudoun County permitted 267,479 square feet (SF) of nonresidential construction. The combined value of new buildings (\$19,528,193) and alterations (\$3,386,845) is over \$22.9 million.

- ? Office — 0 SF in November and 0 SF in October
- ? Flex/Industrial — 0 SF in November and 75,700 SF in October
- ? Retail — 12,432 SF in November and 84,931 SF in October
- ? Other — 255,047 in November and 107,888 SF in October
- ? Taxable — 25,364 in November and 183,617 SF in October
- ? Route 28 — 12,432 SF in November and 34,127 SF in October



Nonresidential Construction — Square Feet Permitted  
2001 Total and January-November 2002